

Message Text

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PAGE 01 THE HA 00184 141443Z

43

ACTION EUR-06

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R 141341Z JAN 74

FM AMEMBASSY THE HAGUE

TO USDOC DISTRICT OFFICE CINCINNATI

INFO SECSTATE WASHDC 2738

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AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 184

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: NATIONAL ASSOCIATION OF INSTITUTIONAL LAUNDRY MANAGERS

ANNUAL EDUCATIONAL CONFERENCE (POSSIBLE REVERSE TRADE
MISSION)

PLEASE PASS FOLLOWING MESSAGE FROM EMBASSY TO MR. BERT C. MENK,
EXECUTIVE SECRETARY OF SUBJECT CONGRESS AT 3044 WINDING TRAILS WAY,
FORT MICHELL, KY 41017.

QUOTE:

1. AS PART OF ITS US EXPORT AND VISIT USA PROMOTION ACTIVITIES
EMBASSY FORM SOME TIME HAS BEEN WORKING TO ENCOURAGE GROUP
TRIPS FROM THE NETHERLANDS TO US TRADE SHOWS, CONVENTIONS, ETC.
WE RECENTLY MET WITH A DUTCH FIRM ACTIVE IN ORGANIZING AND CON-
DUCTING OVERSEAS GROUP TOURS AND FOUND IT TENTATIVELY INTERESTED
IN POSSIBILITY OF MOUNTING A GROUP TRIP TO YOUR 1974 OR 1975
INSTITUTIONAL LAUNDRY MANAGERS ANNUAL EDUCATIONAL CONFERENCE LAST
HELD MARCH 1973 AT CHICAGO, ILLINOIS.

2. DUTCH FIRM IS DILIGENTIA B.V., AMSTERDAM WHICH IS A LEADING
NETHERLANDS PUBLISHER OF TRADE JOURNALS (16 SEPARATE PUBLICATIONS)
AND TRADE AND INDUSTRY DIRECTORIES (6) AND WHICH ALSO HAS A SPECIAL
"EVENTS DEPARTMENT" FOR GROUP TRIP AND SEMINAR PROJECTS. IN
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PAGE 02 THE HA 00184 141443Z

1973 THIS LATTER DEPARTMENT CONDUCTED 26 "EVENTS" INCLUDING

GROUP TRIPS TO HONG KONG, ISRAEL, BRAZIL AND GERMANY FOR DUTCH AND ALSO BELGIAN BUSINESSMEN (COMPANY HAS OFFICE IN BRUSSELS). TRAVEL TRIPS ARE USUALLY BUT NOT ALWAYS RELATED TO THEMES COVERED BY DILIGENTIA PUBLICATIONS, AND ARE ADVERTISED IN THEM.

3. DILIGENTIA WOULD LIKE TO RECEIVE ASAP DESCRIPTIVE LITERATURE, BROCHURES, ETC. RE YOUR 1974 OR 1975 CONGRESS FOR ITS USE IN CONSIDERING, PUBLICIZING, ORGANIZING, ETC. A POSSIBLE GROUP FLIGHT TO IT. MATERIAL SHOULD INCLUDE USUAL DESCRIPTION OF THE EVENT ITSELF, DATES AND PLACES PLUS AS AVAILABLE INFORMATION ON KINDS OF EXHIBITS, HOTEL FACILITIES, SPECIAL ARRANGEMENTS IF ANY FOR FOREIGN VISITORS, ATTRACTIVE SIDE TRIPS, ETC. SINCE EMBASSY WILL BE ASSISTING AND POSSIBLY CO-SPONSORING FLIGHT, WE WOULD APPRECIATE YOUR SUPPLYING BY AIRMAIL DUPLICATE PACKAGES OF FOREGOING MATERIAL AS FOLLOWS:

THREE PACKAGES TO MR. H.F. VAN DER SCHAAR
STUDY EVENTS DEPARTMENT
DILIGENTIA B.V.
TESSELSCHADESTRAAT 18
AMSTERDAM

THREE PACKAGES TO HAROLD C. COORHEES
COMMERICAL SECTION
AMERICAN EMBASSY
APO NEW YORK 09159

4. IF PACKAGES ARE BULKY POSTAGE COSTS COULD BE REDUCED BY SENDING ALL SIX PACKAGES APO TO VOORHEES WHO WOULD BE GLAD PASS THREE TO DILIGENTIA.

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